

# **Analytics of Things Market by Application (Energy Management, Predictive Maintenance & Asset Management, Inventory Management, Remote Monitoring), Component, Analytics Type, Deployment, Organization Size, & Vertical - Global Forecast to 2022**

<https://marketpublishers.com/r/I0E226D8E1AEN.html>

Date: July 2017

Pages: 190

Price: US\$ 7,150.00 (Single User License)

ID: I0E226D8E1AEN

## **Abstracts**

“Need for advanced analytics and automation of businesses is expected to propel the Analytics of Things (AoT) market growth”

The global AoT market size is expected to grow from USD 7.19 billion in 2017 to USD 27.78 billion by 2022, at a Compound Annual Growth Rate (CAGR) of 31.0%.

Tremendous growth in Internet of Things (IoT) data is also fueling the growth of this market. Ownership and control of data, and lack of real-time algorithms are the biggest restraints for the AoT market. Emergence of edge analytics, and technological development in Platform as a Service (PaaS) will create opportunities for the growth of this market.

“Predictive maintenance and asset management application is expected to record the largest market size in 2017 in the AoT market. The trend is expected to continue during the forecast period”

Predictive analytics using IoT sensor is driving the overall AoT application market, primarily on account of the predictive maintenance and asset management application. Organizations are developing predictive diagnostic models by integrating equipment fitted with sensors to detect problems and take proactive actions.

“APAC is projected to grow at the highest rate during the forecast period”

The AoT market growth in Asia Pacific (APAC) region has started to gain momentum and is expected to witness the highest growth rate in the next few years. Rising awareness about the increase in business productivity, supplemented by competently designed AoT solutions offered by the vendors present in this region, has led APAC to become a highly potential market. This region is witnessing an increasing demand for cloud-driven AoT solutions.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of the profiles of the primary participants is given below:

By Company: Tier 1: 22%, Tier 2: 30%, and Tier 3: 48%

By Designation: C-level: 30%, Director level: 45%, and Others: 25%

By Region: North America: 48%, Europe: 30%, and APAC: 22%

The key vendors profiled in the report are as follows:

1. IBM Corporation (US)
2. Microsoft Corporation (US)
3. Oracle Corporation (US)
4. SAP SE (Germany)
5. Cisco Systems, Inc., (US)
6. Dell Technologies, Inc. (US)
7. Google, Inc. (US)
8. Amazon Web Services, Inc. (US)
9. Hewlett Packard Enterprise Company (US)
10. PTC, Inc. (US)
11. Hitachi, Ltd. (Japan)
12. Teradata (US)
13. Salesforce.com, Inc. (US)
14. Greenwave Systems, Inc. (US)

## Research Coverage

The report segments the AoT market based on components, which include software

and services; the software segment comprises sensor data analytics, IoT gateway analytics, and network management, whereas the services segment is segmented into managed services and professional services. Under professional services, the report is further segmented into support and maintenance, and consulting services. Based on deployment models, the market is segmented into on-premises and cloud. Under organization size, it is segmented into Small and Medium-Sized Enterprises (SMEs) and large enterprises, whereas under the application segment, the market is segmented into energy management, predictive maintenance and asset management, inventory management, security and emergency management, sales and customer management, building automation, IT infrastructure management, remote monitoring, and others. Under analytics type, the market includes predictive, prescriptive, and descriptive analytics. Under industry verticals, the market includes manufacturing; retail and eCommerce; government and defense; healthcare and life sciences; telecommunications and IT; energy and utilities; Banking, Financial Services, and Insurance (BFSI); and others. The regions are segmented into North America, Europe, APAC, Middle East and Africa (MEA), and Latin America.

### Reasons to buy the report

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the AoT market comprehensively and provides the closest approximations of the revenue numbers for the overall market and subsegments across different industry verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand the competitors and gain more insights to enhance their position in the business. The competitive landscape section includes new product launches/developments; partnerships and collaborations; mergers and acquisitions; and expansions.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakdown of primaries
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
- 2.3 MICROQUADRANT RESEARCH METHODOLOGY
  - 2.3.1 VENDOR INCLUSION CRITERIA
- 2.4 RESEARCH ASSUMPTIONS AND LIMITATIONS
- 2.5 LIMITATIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE ANALYTICS OF THINGS MARKET
- 4.2 ANALYTICS OF THINGS MARKET: MARKET SHARE, BY REGION
- 4.3 ANALYTICS OF THINGS MARKET, BY INDUSTRY VERTICAL AND REGION
- 4.4 LIFECYCLE ANALYSIS, BY REGION, 2017

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

- 5.1 MARKET OVERVIEW
  - 5.1.1 INTRODUCTION
  - 5.1.2 MARKET DYNAMICS
  - 5.1.3 DRIVERS

5.1.3.1 Tremendous growth of IoT data

5.1.3.2 Need for advanced analytics and automation for businesses

#### 5.1.4 RESTRAINTS

5.1.4.1 Ownership and control of IoT data

5.1.4.2 Lack of real-time algorithms

#### 5.1.5 OPPORTUNITIES

5.1.5.1 Emergence of edge analytics

5.1.5.2 Technological development in PaaS

#### 5.1.6 CHALLENGES

5.1.6.1 Data security and privacy concerns

5.1.6.2 Heterogeneous data processing

### 5.2 INDUSTRY TRENDS

5.2.1.1 AoT ecosystem

### 5.3 REGULATORY IMPLICATIONS

5.3.1 INTERNATIONAL ELECTROTECHNICAL COMMISSION (IEC)

5.3.2 ISO/INTERNATIONAL ELECTROTECHNICAL COMMISSION JOINT

#### TECHNICAL COMMITTEE 1

5.3.2.1 ISO/IEC JTC 1/SPECIAL WORKING GROUP 5

5.3.2.2 ISO/IEC JTC 1/SC 31

5.3.2.3 ISO/IEC JTC 1/SC 27

5.3.2.4 ISO/IEC JTC 1/WG 7 Sensor Networks (WGSN)

#### 5.3.3 INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS STANDARDS ASSOCIATION

5.3.4 EUROPEAN COMMITTEE FOR STANDARDIZATION (CEN)/ISO

#### 5.3.5 CEN/EUROPEAN COMMITTEE FOR ELECTROTECHNICAL STANDARDIZATION (CENELEC)

5.3.6 EUROPEAN TECHNICAL STANDARDS INSTITUTE

5.3.7 INTERNATIONAL TELECOMMUNICATION UNION (ITU-T)

5.3.8 ANALYTICS OF THINGS MARKET: USE CASES

5.3.8.1 Introduction

5.3.8.2 Use Case 1: Manufacturing

5.3.8.3 Use Case 2: Healthcare

5.3.8.4 Use Case 3: Transportation

5.3.8.5 Use Case 4: Telecom

5.3.8.6 Use Case 5: Government

5.3.8.7 Use Case 6: Utilities

5.3.8.8 Use Case 7: Retail

## 6 ANALYTICS OF THINGS MARKET ANALYSIS, BY APPLICATION

- 6.1 INTRODUCTION
- 6.2 ENERGY MANAGEMENT
- 6.3 PREDICTIVE MAINTENANCE AND ASSET MANAGEMENT
- 6.4 INVENTORY MANAGEMENT
- 6.5 SECURITY AND EMERGENCY MANAGEMENT
- 6.6 SALES AND CUSTOMER MANAGEMENT
- 6.7 BUILDING AUTOMATION
- 6.8 IT INFRASTRUCTURE MANAGEMENT
- 6.9 REMOTE MONITORING
- 6.10 OTHERS

## **7 ANALYTICS OF THINGS MARKET ANALYSIS, BY COMPONENT**

- 7.1 INTRODUCTION
- 7.2 SOFTWARE
  - 7.2.1 SENSOR DATA ANALYTICS
  - 7.2.2 IOT GATEWAY ANALYTICS
  - 7.2.3 NETWORK MANAGEMENT
- 7.3 SERVICES
  - 7.3.1.1 Managed services
  - 7.3.1.2 Professional services
  - 7.3.2 SUPPORT AND MAINTENANCE
  - 7.3.3 CONSULTING

## **8 ANALYTICS OF THINGS MARKET ANALYSIS, BY ANALYTICS TYPE**

- 8.1 INTRODUCTION
- 8.2 PREDICTIVE ANALYTICS
- 8.3 PRESCRIPTIVE ANALYTICS
- 8.4 DESCRIPTIVE ANALYTICS

## **9 ANALYTICS OF THINGS MARKET ANALYSIS, BY DEPLOYMENT MODEL**

- 9.1 INTRODUCTION
- 9.2 ON-PREMISES
- 9.3 CLOUD

## **10 ANALYTICS OF THINGS MARKET ANALYSIS, BY ORGANIZATION SIZE**

- 10.1 INTRODUCTION
- 10.2 SMALL AND MEDIUM-SIZED ENTERPRISES
- 10.3 LARGE ENTERPRISES

## **11 ANALYTICS OF THINGS MARKET ANALYSIS, BY INDUSTRY VERTICAL**

- 11.1 INTRODUCTION
- 11.2 MANUFACTURING
- 11.3 RETAIL AND ECOMMERCE
- 11.4 GOVERNMENT AND DEFENSE
- 11.5 HEALTHCARE AND LIFE SCIENCES
- 11.6 ENERGY AND UTILITIES
- 11.7 TELECOMMUNICATIONS AND IT
- 11.8 TRANSPORTATION AND LOGISTICS
- 11.9 OTHERS

## **12 ANALYTICS OF THINGS MARKET GEOGRAPHIC ANALYSIS**

- 12.1 INTRODUCTION
- 12.2 NORTH AMERICA
- 12.3 EUROPE
- 12.4 ASIA PACIFIC
- 12.5 MIDDLE EAST AND AFRICA
- 12.6 LATIN AMERICA

## **13 COMPETITIVE LANDSCAPE**

- 13.1 MICROQUADRANT OVERVIEW
  - 13.1.1 VISIONARY LEADERS
  - 13.1.2 INNOVATORS
  - 13.1.3 DYNAMIC DIFFERENTIATORS
  - 13.1.4 EMERGING COMPANIES
- 13.2 COMPETITIVE BENCHMARKING
  - 13.2.1 BUSINESS STRATEGY EXCELLENCE ADOPTED BY MAJOR PLAYERS IN THE ANALYTICS OF THINGS MARKET
  - 13.2.2 STRENGTH OF PRODUCT PORTFOLIO ADOPTED BY MAJOR PLAYERS IN THE ANALYTICS OF THINGS MARKET

## 14 COMPANY PROFILES

(Overview, Strength of Product Portfolio, Business Strategy Excellence, Recent Developments)\*

- 14.1 INTERNATIONAL BUSINESS MACHINES CORPORATION
- 14.2 MICROSOFT CORPORATION
- 14.3 ORACLE CORPORATION
- 14.4 SAP SE
- 14.5 CISCO SYSTEMS, INC.
- 14.6 DELL TECHNOLOGIES, INC.
- 14.7 GOOGLE, INC.
- 14.8 AMAZON WEB SERVICES, INC.
- 14.9 HEWLETT PACKARD ENTERPRISE COMPANY
- 14.10 PTC, INC.
- 14.11 HITACHI, LTD.
- 14.12 TERADATA CORPORATION
- 14.13 SALESFORCE.COM, INC.
- 14.14 GREENWAVE SYSTEMS, INC.
- 14.15 MNUBO INC.

\*Details on Overview, Strength of Product Portfolio, Business Strategy Excellence, Recent Developments might not be captured in case of unlisted companies.

## 15 APPENDIX

- 15.1 KEY INSIGHTS OF INDUSTRY EXPERTS
- 15.2 DISCUSSION GUIDE
- 15.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 15.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 15.5 AVAILABLE CUSTOMIZATION
- 15.6 RELATED REPORTS
- 15.7 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

Table 1 UNITED STATES DOLLAR EXCHANGE RATE, 2014–2016

Table 2 EVALUATION CRITERIA

Table 3 ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 4 ENERGY MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 5 PREDICTIVE MAINTENANCE AND ASSET MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 6 INVENTORY MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 7 SECURITY AND EMERGENCY MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 8 SALES AND CUSTOMER MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 9 BUILDING AUTOMATION: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 10 IT INFRASTRUCTURE MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 11 REMOTE MONITORING: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 12 OTHERS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 13 ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 14 SOFTWARE: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 15 ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 16 SENSOR DATA ANALYTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 17 IOT GATEWAY ANALYTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 18 NETWORK MANAGEMENT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 19 SERVICES: ANALYTICS OF THINGS MARKET SIZE, BY REGION,

2015–2022 (USD MILLION)

Table 20 SERVICES: ANALYTICS OF THINGS MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

Table 21 MANAGED SERVICES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 22 PROFESSIONAL SERVICES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 23 PROFESSIONAL SERVICES: ANALYTICS OF THINGS MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

Table 24 SUPPORT AND MAINTENANCE: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 25 CONSULTING: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 26 ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 27 PREDICTIVE ANALYTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 28 PRESCRIPTIVE ANALYTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 29 DESCRIPTIVE ANALYTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 30 ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 31 ON-PREMISES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 32 CLOUD: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 33 ANALYTICS OF THINGS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 34 SMALL AND MEDIUM-SIZED ENTERPRISES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 35 LARGE ENTERPRISES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 36 ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 37 MANUFACTURING: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 38 MANUFACTURING: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 39 RETAIL AND ECOMMERCE: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 40 RETAIL AND ECOMMERCE: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 41 GOVERNMENT AND DEFENSE: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 42 GOVERNMENT AND DEFENSE: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 43 HEALTHCARE AND LIFE SCIENCES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 44 HEALTHCARE AND LIFE SCIENCES: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 45 ENERGY AND UTILITIES: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 46 ENERGY AND UTILITIES: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 47 TELECOMMUNICATIONS AND IT: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 48 TELECOMMUNICATIONS AND IT: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 49 TRANSPORTATION AND LOGISTICS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 50 TRANSPORTATION AND LOGISTICS: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 51 OTHERS: ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 52 OTHERS: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 53 ANALYTICS OF THINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 54 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 55 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 56 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 57 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 58 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY

APPLICATION, 2015–2022 (USD MILLION)

Table 59 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 60 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 61 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 62 NORTH AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 63 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 64 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 65 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 66 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 67 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 68 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 69 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 70 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 71 EUROPE: ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 72 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 73 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 74 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 75 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 76 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 77 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 78 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 79 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 80 ASIA PACIFIC: ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 81 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 82 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 83 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 84 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 85 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 86 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 87 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 88 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 89 MIDDLE EAST AND AFRICA: ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 90 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 91 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 92 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 93 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 94 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 95 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY ANALYTICS TYPE, 2015–2022 (USD MILLION)

Table 96 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 97 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY

ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 98 LATIN AMERICA: ANALYTICS OF THINGS MARKET SIZE, BY INDUSTRY  
VERTICAL, 2015–2022 (USD MILLION)

Table 99 MARKET RANKING FOR ANALYTICS OF THINGS MARKET, 2017

## List Of Figures

### LIST OF FIGURES

Figure 1 ANALYTICS OF THINGS MARKET: MARKET SEGMENTATION

Figure 2 REGIONAL SCOPE

Figure 3 ANALYTICS OF THINGS MARKET: RESEARCH DESIGN

Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY, DESIGNATION, AND REGION

Figure 5 DATA TRIANGULATION

Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 8 ANALYTICS OF THINGS MARKET: ASSUMPTIONS

Figure 9 ANALYTICS OF THINGS MARKET IS POISED TO WITNESS GROWTH IN THE GLOBAL MARKET FOR THE PERIOD 2017–2022

Figure 10 ANALYTICS OF THINGS MARKET SNAPSHOT, BY COMPONENT (2017 VS. 2022)

Figure 11 ANALYTICS OF THINGS MARKET SNAPSHOT, BY SERVICE (2017–2022)

Figure 12 ANALYTICS OF THINGS MARKET SNAPSHOT, BY APPLICATION (2017 VS. 2022)

Figure 13 ANALYTICS OF THINGS MARKET SNAPSHOT, BY DEPLOYMENT MODEL (2017 VS. 2022)

Figure 14 ANALYTICS OF THINGS MARKET SNAPSHOT, BY ANALYTICS TYPE (2017 VS. 2022)

Figure 15 ANALYTICS OF THINGS MARKET SNAPSHOT, BY ORGANIZATION SIZE (2017 VS. 2022)

Figure 16 ANALYTICS OF THINGS MARKET SNAPSHOT, BY INDUSTRY VERTICAL (2017 VS. 2022)

Figure 17 NEED TO GENERATE VALUABLE INSIGHTS FROM IOT DATA AND THE AVAILABILITY OF CUSTOM AOT APPLICATIONS ARE DRIVING THE ANALYTICS OF THINGS MARKET GROWTH

Figure 18 NORTH AMERICA IS EXPECTED TO HAVE THE LARGEST MARKET SHARE IN 2017 BECAUSE OF EARLY ADOPTION OF ANALYTICS OF THINGS SOFTWARE AND SERVICES IN THE REGION

Figure 19 MANUFACTURING INDUSTRY VERTICAL AND NORTH AMERICA ARE EXPECTED TO HAVE THE LARGEST MARKET SIZES IN 2017

Figure 20 ASIA PACIFIC IS EXPECTED TO HAVE AN EXPONENTIAL GROWTH DURING THE FORECAST PERIOD

Figure 21 ANALYTICS OF THINGS MARKET: DRIVERS, RESTRAINTS,

**OPPORTUNITIES, AND CHALLENGES****Figure 22 ANALYTICS OF THINGS ARCHITECTURE****Figure 23 INVENTORY MANAGEMENT APPLICATION SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD****Figure 24 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD****Figure 25 IOT GATEWAY ANALYTICS IS EXPECTED TO HAVE THE HIGHEST CAGR DURING THE FORECAST PERIOD****Figure 26 MANAGED SERVICES SUBSEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD****Figure 27 CONSULTING SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD****Figure 28 DESCRIPTIVE ANALYTICS TYPE IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD****Figure 29 CLOUD DEPLOYMENT MODEL IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD****Figure 30 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD****Figure 31 HEALTHCARE AND LIFE SCIENCES INDUSTRY VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD****Figure 32 GEOGRAPHIC SNAPSHOT: ASIA PACIFIC IS EXPECTED TO HAVE THE HIGHEST CAGR IN THE ANALYTICS OF THINGS MARKET DURING THE FORECAST PERIOD****Figure 33 NORTH AMERICA IS PROJECTED TO HAVE THE LARGEST MARKET SHARE IN THE ANALYTICS OF THINGS MARKET****Figure 34 NORTH AMERICA: MARKET SNAPSHOT****Figure 35 ASIA PACIFIC: MARKET SNAPSHOT****Figure 36 ANALYTICS OF THINGS MARKET (GLOBAL), COMPETITIVE LEADERSHIP MAPPING, 2017****Figure 37 INTERNATIONAL BUSINESS MACHINES CORPORATION: COMPANY SNAPSHOT****Figure 38 MICROSOFT CORPORATION: COMPANY SNAPSHOT****Figure 39 ORACLE CORPORATION: COMPANY SNAPSHOT****Figure 40 SAP SE: COMPANY SNAPSHOT****Figure 41 CISCO SYSTEMS, INC.: COMPANY SNAPSHOT****Figure 42 DELL TECHNOLOGIES, INC.: COMPANY SNAPSHOT****Figure 43 GOOGLE, INC.: COMPANY SNAPSHOT****Figure 44 AMAZON WEB SERVICES, INC.: COMPANY SNAPSHOT****Figure 45 HEWLETT PACKARD ENTERPRISE CO: COMPANY SNAPSHOT**



Figure 46 PTC, INC.: COMPANY SNAPSHOT

Figure 47 HITACHI, LTD.: COMPANY SNAPSHOT

Figure 48 TERADATA CORPORATION: COMPANY SNAPSHOT

Figure 49 SALESFORCE.COM, INC.: COMPANY SNAPSHOT

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